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Oakland Tribune (Oakland, California) · Sat, Jan 12, 2002 · Page 63
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Olsen twins pull out of ABC Family

HOLLYWOOD REPORTER

THEY'VE been on TV since they were in diapers, but now at 15, they've set their sights on becoming movie stars.

Teen tycoons Mary-Kate and Ashley Olsen are bowing out of their ABC Family sitcom "So Little Time," produced by the Olsens' Dualstar Productions, after completing 26 episodes.

The twins are poised to strike a feature deal in the near future, according to Dualstar Entertainment CEO Robert Thorne.

"So Little Time," which debuted last year, was one of the erstwhile Fox Family Channel's highest-rated offerings, along with other Olsen-related series and telefilms. The channel ran its fifth Olsen twins marathon of 2001 on New Year's Eve.

The new ABC Family regime wanted to keep "So Little Time" but not at any price. And the teens are hot right now in the retail world with the fast-growing "tween" demo, the kids who grew up watching them on ABC's long-running "TGIF" sitcom "Full House."

The Olsens are said to generate hundreds of millions of dollars in sales of home videos, a magazine, a Web site venture with America Online and a Wal-Mart line of merchandise, all run through Dualstar. "So Little Time" is due to premiere this year in Canada, the United Kingdom and Australia.

With their latest TV series coming to an end, the twins said they intend to devote more time to designing their products in addition to pursuing features.

"We've enjoyed our 15 years on television. . . . Now is our time to have careers in movies," Mary-Kate Olsen said.

Ashley Olsen said their aim is to "fulfill our dream of becoming movie stars" and "spend more time on our fashion line."

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Apr 10, 2025

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